

## ORDER



**Orders**  
**Order / Rev:** 170559  
**Alt Order #:** 08417078  
**Product Desc:** MIKE CRAPO FOR SENAT  
**Estimate:** 148  
**Flight Dates:** 10/17/16 - 11/13/16  
**Original Date / Rev:** 10/14/16 / 10/14/16  
**Order Type:** GENERAL

KXLY

**Primary AE:** MATT WURM  
**Sales Office:** H-DC  
**Sales Region:** NATL

**Agency**  
**Name:** Sandler & Innocenzi  
**Buying Contact:**  
**Billing Contact:**  
 705 Prince Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Crapo for Senate ID (R)  
**Demographic:** HH  
**Product Codes:** PL Candidate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 09/26/16   | 10/30/16 | 46      | \$5,670.00   | \$4,819.50 |
| 10/31/16   | 11/04/16 | 23      | \$2,835.00   | \$2,409.75 |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016  | 46        | \$5,670.00        | \$4,819.50        | 0.00        |
| November 2016 | 23        | \$2,835.00        | \$2,409.75        | 0.00        |
| <b>Totals</b> | <b>69</b> | <b>\$8,505.00</b> | <b>\$7,229.25</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| MATT WURM         |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

| Order Share | Share | Total       |
|-------------|-------|-------------|
| KXLY        | 17%   | \$8,505.00  |
| Market      | 100%  | \$50,029.41 |

## Competitive Share

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KAYU              | 4%    | \$2,001.18  |
| KBGC              | 0%    | \$0.00      |
| KCDT              | 0%    | \$0.00      |
| KGPX              | 0%    | \$0.00      |
| KHQ               | 32%   | \$16,009.41 |
| KREM              | 47%   | \$23,513.82 |
| KSKN              | 0%    | \$0.00      |
| KSPS              | 0%    | \$0.00      |
| KUID              | 0%    | \$0.00      |
| KWSU              | 0%    | \$0.00      |
| KXMN              | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |

| Ln        | Ch   | Start             | End             | Inventory Code    | Break | Start/End Time | Days              | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount     |
|-----------|------|-------------------|-----------------|-------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| E 1       | KXLY | 10/17/16          | 11/04/16        | 11p M-F Late News | CM    | 11-1135p       | MTWTF--           | :30 | 3           | \$125.00 | P-2           | 0.00 | NM   | 9     | \$1,125.00 |
| Late News |      |                   |                 |                   |       |                |                   |     |             |          |               |      |      |       |            |
|           |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
| Week:     |      | 10/17/16          | 10/23/16        | MTWTF--           |       |                | 3                 |     | \$125.00    |          | 0.00          |      |      |       |            |

